

INVOICE



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
Main: (505)884-7777
Billing: (916)325-3266

www.koat.com

Billing Address.

Caldwell Media
Attention: Joni Caldwell
4010 Carlisle Blvd NE
Albuquerque, NM 87107

Send Payment To:

KOAT
PO Box 26868
Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
939094-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Beth Pfefferle	Albuquerque - Local	Local

Advertiser	Product	Estimate Number
Breakthrough Strategies	Issue	New Energy Econo

Flight Dates	Order #	All Order #
08/25/12 - 09/08/12	939094	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	08/26/12	08/26/12	Action 7 News @ 5p Sun 5-530p		-----S	1:00	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/20/12	08/26/12	-----S	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Su	08/26/12	5:14 PM	Action 7 News @ 5p Sun	5-530p	1:00	FROG1812 60H	\$475.00 NM
12	08/25/12	08/25/12	Action 7 News @ 10p Sat10-1035p		-----S-	1:00	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/20/12	08/26/12	-----S-	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Sa	08/25/12	10:22 PM	Action 7 News @ 10p Sat	10-1035p	1:00	FROG1812 60H	\$475.00 NM
Total Spots							2		

Payment Terms 30 Days

Gross Total	\$950.00
Agency Commission	\$142.50
Net Amount Due	\$807.50



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And:

Caldwell Media
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CONTRACT

Contract / Revision 939094 /		Alt Order #
Product Issue		
Contract Dates 08/25/12 - 09/08/12		Estimate # New Energy Economy
Advertiser Breakthrough Strategies		Original Date / Revision 08/23/12 / 08/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic W35-54		
		Total Ratings 133.00
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
Week:		09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----				0	\$0.00	0.00			
Week:		08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
Week:		09/03/12	09/09/12	-----				0	\$0.00	0.00			
D 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
D 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
Class of Time - Immediately Pre-emptible without notice													

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	Issue	New Energy Economy

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00				
D 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00	
D 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	1035p-105a		1:00				NM	0	\$0.00	
D 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00	
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00	
Class of Time - Immediately Pre-emptible without notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00				
Totals										133.00			37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ Date: _____

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And:

Caldwell Media
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<u>Contract / Revision</u> 939094 /		<u>All Order #</u>
<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12		<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 133.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
Week:		09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----				0	\$0.00	0.00			
Week:		08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
Week:		09/03/12	09/09/12	-----				0	\$0.00	0.00			
6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									

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<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Product</u> New Energy Economy	<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
--	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
I 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			

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Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	New Energy Economy	

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>08/27/12</td><td>09/02/12</td><td>M-Su</td><td>1030p-105a</td><td>1035p-105a</td><td>2.30</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	08/27/12	09/02/12	M-Su	1030p-105a	1035p-105a	2.30
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
08/27/12	09/02/12	M-Su	1030p-105a	1035p-105a	2.30																				
1	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
2	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
3	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
4	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
5	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
6	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
7	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
8	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
9	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>08/27/12</td><td>09/02/12</td><td>MTWTFSS</td><td>5</td><td>\$0.00</td><td>2.30</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	08/27/12	09/02/12	MTWTFSS	5	\$0.00	2.30
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
08/27/12	09/02/12	MTWTFSS	5	\$0.00	2.30																				
		Credited																							
		Credited																							
1	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
2	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
3	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
4	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
5	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM														
		Credited																							
12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>08/20/12</td><td>08/26/12</td><td>-----S-</td><td>1</td><td>\$475.00</td><td>0.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	08/20/12	08/26/12	-----S-	1	\$475.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
08/20/12	08/26/12	-----S-	1	\$475.00	0.00																				
Totals										133.00		37	\$26,425.00												

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ Date: _____

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CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

And.

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12		<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/02/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 215.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	9	\$0.00

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KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Product</u> New Energy Economy	<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/02/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				5	\$0.00	2.30			
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										215.80		73	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	2	\$950.00	\$807.50
08/27/12 -09/07/12	71	\$25,475.00	\$21,653.75
Totals	73	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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 (505)884-7777

www.koat.com

And:

Caldwell Media
 4010 Carlisle Blvd NE
 Albuquerque, NM 87107

CONTRACT

Contract / Revision 939094 /		Alt Order #
Product New Energy Economy		
Contract Dates 08/25/12 - 09/08/12	Estimate #	
Advertiser Breakthrough Strategies		Original Date / Revision 08/02/12 / 08/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Adeline Herrera	Sales Office Albuquerque - R
Special Handling		
Demographic W35-54		
		Total Ratings 174.40
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

Spots/

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
		Week: 09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
		Week: 09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
		Week: 09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
		Week: 09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----				0	\$0.00	0.00			
		Week: 08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
		Week: 09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 430a-105a	5a-105a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
Totals										174.40		53	\$25,475.00

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<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Product</u> New Energy Economy	<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/07/12	53	\$25,475.00	\$21,653.75
Totals	53	\$25,475.00	\$21,653.75

Signature: _____ **Date:** _____

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